

Claims

- [c1] A method for providing electronic advertising within a retail outlet comprising:
 - leasing at least one electronic display to at least one retail outlet;
 - providing a plurality of electronic advertisements to at least one processor via a network for display on the at least one electronic display; and
 - obtaining revenue from at least one advertiser sponsoring at least one electronic advertisement of the plurality of electronic advertisements.
- [c2] The method for providing electronic advertising within a retail outlet as set forth in Claim 1, wherein the leasing of the at least one electronic display is provided by a third party leasing company who owns the at least one electronic display.
- [c3] The method for providing electronic advertising within a retail outlet as set forth in Claim 1, wherein the leasing of the at least one electronic display is selected from the group consisting of a leasing agreement, a lease-to-purchase agreement, and a lease sale agreement.

- [c4] The method for providing electronic advertising within a retail outlet as set forth in Claim 1, wherein the providing of a plurality of electronic advertisements to at least one processor via a network for display on the at least one electronic display is through a supplier.
- [c5] The method for providing electronic advertising within a retail outlet as set forth in Claim 4, wherein the leasing of the at least one electronic display is provided by the supplier.
- [c6] The method for providing electronic advertising within a retail outlet as set forth in Claim 4, wherein the supplier selected from the group consisting of a manufacturer, a distributor, a vendor and a broker.
- [c7] The method for providing electronic advertising within a retail outlet as set forth in Claim 4, wherein the supplier includes an advertising organization.
- [c8] The method for providing electronic advertising within a retail outlet as set forth in Claim 7, wherein the advertising organization provides advertising content production.
- [c9] The method for providing electronic advertising within a retail outlet as set forth in Claim 7, wherein the advertising organization provides advertising administration and

logistics in advertising sales.

- [c10] The method for providing electronic advertising within a retail outlet as set forth in Claim 7, wherein the advertising organization provides telemarketing support.
- [c11] The method for providing electronic advertising within a retail outlet as set forth in Claim 7, wherein the supplier can exercise a right to run advertisements on the at least one electronic display and compensate the at least one retail outlet accordingly.
- [c12] The method for providing electronic advertising within a retail outlet as set forth in Claim 1, further comprising: determining at least one product that is purchased by the at least one retail outlet; and altering at least one electronic advertisement of the plurality of electronic advertisements to increase effectiveness of the plurality of electronic advertisements that are displayed on the at least one electronic display.
- [c13] The method for providing electronic advertising within a retail outlet as set forth in Claim 12, wherein the determining at least one product that is purchased by the at least one retail outlet includes reading information from at least one universal product code from the at least one product.

- [c14] The method for providing electronic advertising within a retail outlet as set forth in Claim 13, wherein the reading information from at least one universal product code is performed with at least one electronic identification mechanism and provided to an inventory server that includes an associated database.
- [c15] The method for providing electronic advertising within a retail outlet as set forth in Claim 12, wherein the altering at least one electronic advertisement of the plurality of electronic advertisements to increase effectiveness of the plurality of electronic advertisements is selected from the group consisting of a type of the at least one electronic advertisement, timing of the at least one electronic advertisement, frequency of the at least one electronic advertisement and a location of the at least one electronic advertisement within the at least one retail outlet.
- [c16] The method for providing electronic advertising within a retail outlet as set forth in Claim 12, further comprising: locating the at least one electronic display from the group consisting of a location wherein at least one product is located within the at least one retail outlet; and a point of sale location for the at least one product within the at least one retail outlet.

- [c17] A method for providing electronic advertising within a retail outlet comprising:
 - leasing at least one electronic display to at least one retail outlet with a third party leasing company that owns the at least one electronic display;
 - providing a plurality of electronic advertisements to at least one processor via a network for display on the at least one electronic display from a supplier; and
 - obtaining revenue from at least one advertiser sponsoring the plurality of electronic advertisements.
- [c18] The method for providing electronic advertising within a retail outlet as set forth in Claim 17, wherein the supplier selected from the group consisting of a manufacturer, a distributor, a vendor, a broker and an advertising organization.
- [c19] The method for providing electronic advertising within a retail outlet as set forth in Claim 17, wherein the advertising organization can provide services selected from the group consisting of providing advertising content production, providing logistics in advertising sales, providing advertising administration and providing telemarketing support.
- [c20] A method for providing electronic advertising within a

retail outlet comprising:

leasing at least one electronic display to at least one retail outlet;

providing a plurality of electronic advertisements to the at least one processor via a network for display on the at least one electronic display;

obtaining revenue from at least one advertiser sponsoring at least one electronic advertisement of the plurality of electronic advertisements;

determining at least one product of the plurality of products that are being purchased by the at least one retail outlet; and

altering at least one electronic advertisement of the plurality of electronic advertisements to increase effectiveness, wherein the altering of the electronic advertising is selected from the group consisting of a type of the at least one electronic advertisement, timing of the at least one electronic advertisement, frequency of the at least one electronic advertisement and location of the at least one electronic advertisement within the at least one retail outlet.